

Legistar # 20090626

Attachment B

URBAN REDEVELOPMENT PLAN



Department of Development Services
Office of Economic Development
June 2009

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Attachments:

Exhibit 1	Potentially Eligible Opportunity Zones Map
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Attachment A-C	Maps of Urban Redevelopment Plan Areas/Opp. Zones
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Introduction

The City of Marietta Urban Redevelopment Plan dated June 2009 will serve to strengthen the current and future redevelopment efforts in the targeted areas. The plan will outline steps to encourage economic stability and growth in these areas.

The attached Exhibit 2 (plus maps A-C for larger detail) and its proposed boundaries are intended to serve as the boundaries for the Urban Redevelopment Plan. While the Opportunity Zones are intended to fall within and to be similar to the boundaries of the Urban Redevelopment Plan, the opportunity zones may need to be modified during the Opportunity Zone application process.

The Urban Redevelopment Plan will meet the requirement of Title 36, Chapter 61 of the Code of Georgia, as amended, known as the Urban Redevelopment Law. Compliance with this law grants certain powers to the City of Marietta that are necessary to carry out redevelopment activities in the Target areas. This document contains existing conditions and recommendations for the revitalization of the Target Areas.

History of the Target Areas

Established in 1834, Marietta is situated just north of Atlanta within central Cobb County. Historically Marietta was a small, thriving commercial town. With the opening of the Bell Bomber plant (Lockheed Martin) in the 1940's, an influx of new residents came to Marietta and a large number of duplex units were built to meet the demand of the workforce. Over time, the duplexes became rental properties and fell into disrepair. Many local residents moved out of these neighborhoods, crime increased and the general condition of the properties showed signs of blight.

With the rapid suburbanization of Cobb County over the past several decades, Marietta has become part of the rapidly growing Atlanta region. Despite recent revitalization efforts, certain areas of the city have not been keeping pace with the substantial growth prevalent in other parts of Cobb County. In addition, growth forces directed to outlying areas in the county have created a need to ensure the viability of certain residential, retail, commercial and industrial areas within Marietta. Many of the areas contain high concentrations of multi-family rental housing, aging retail centers and antiquated industrial parks. *Major identified problems in the City include¹:*

- *An imbalance of renter (62%) to owner-occupied (38%) housing which is the inverse of the national average and produces high population and school enrollment turnover, related social problems and higher public service costs;*
- *High rental market vacancy rates, conservatively estimated in the range of 30% to 45%;*
- *Declining rent levels due to excess supply;*
- *Deteriorating value and condition of residential investment property;*
- *Above-average commercial and retail vacancy due to the declining purchasing power of Marietta's residential population, increased competition from new commercial developments throughout Cobb County, and the current depressed economy ; and*
- *Generally slower growth in the City's real property tax base due to the prohibitively high cost of redevelopment projects within established residential and commercial areas.*
- *Aging multiple- owner owned industrial parks with inadequate infrastructure*

¹ Redevelopment Plan for the Franklin/Gateway Tax Allocation District

In response to the city's concerns, the Marietta Redevelopment Corporation was established in 2003 to lead the revitalization efforts of the city. Three tax allocation districts were established in the city. With the assistance of tax allocation district bond financing, infill residential and mixed-use development projects began construction within the City Center South Renaissance District. In 2008, the national economy went into a recession affecting the state of Georgia and the city of Marietta. Residential construction halted, businesses closed its doors, and commercial buildings went vacant with many of them remaining empty.

The intent of this plan is twofold; to address the slum and blight created by excessive rental properties and vacant, aging commercial/industrial properties and also to build a working strategy to expand and retain businesses in the following three distinct corridors of the city of Marietta.

Urban Redevelopment Plan Boundaries by Area and Negative Conditions

Franklin-Gateway Zone One (See Attached Map #A)

The Franklin-Gateway redevelopment target area encompasses developed parcels of land in the southeast quadrant of the City. Major landmarks and geographic boundaries include Highway 41, Interstate 75, Franklin Road, Delk Road and South Marietta Parkway.

The area contains by far the largest concentrations of rental housing, and is considered to be a high priority area for redevelopment. Franklin-Gateway zone is home to eleven blighted apartment complexes (built in the 1970's) and exhibits high commercial, retail and office vacancy. The current economic conditions of the corridor are depressed. The apartment complexes are showing signs of neglect and deterioration. The majority of the complexes appear to be past their useful life cycle and a better use for the property needs to be evaluated. Vacancy rates along the corridor are running as high as 45% with several properties going into foreclosure.

Businesses in this zone are also suffering from the difficult economic times and the demographics of the local population. Several retail establishments have left the corridor and many of the office buildings remain vacant. Crime, or the perception of high crime in the area, has caused some companies to consider relocating to other areas within the city of Marietta and has thwarted other businesses from considering locating in the corridor.

In 2006, the corridor was designated a Weed & Seed community through the U. S. Department of Justice. The Weed & Seed project helps to rebuild and restructure communities that have suffered because of criminal activity and social decay. The Weed and Seed program has worked diligently to improve the conditions of the residents and business owners in the corridor. Community leaders and non-profit organizations have devoted many hours to provide multiple programs for the residents.

These measures are helpful in the short-term to improve conditions and perceptions of the community. Yet, the lack of homeownership and excessive amounts of aging rental properties and vacant commercial properties pose a long-term challenge for the corridor. Conventional wisdom suggests a different best use of the corridor warrants consideration.

A collaborative effort involving representatives from GDEcD, Southern Polytechnic State University, city staff, Marietta Development Authority and Aerospace Innovation Center has developed a conceptual idea to transform this area into a

Global GreenTech Corridor. The vision for the corridor is to create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future. The concept is currently being evaluated by an outside source which will deliver back to the team a strategic plan and market conditions study of the area.

Existing Conditions



Franklin Road



Franklin Road



Franklin Road



Franklin Road



Franklin Road

Northeast/Canton/Hwy. 41 Zone 2

The Northeast-Canton Redevelopment area encompasses a land area with general boundaries of Highway 41 to the west, Interstate 75 to the east, South Marietta Parkway to the south, and Canton Road and Old highway 41 to the north. (see Attachment B)

Cobb Parkway (Hwy 41), a major north/south transportation corridor from Roswell Street northward to Bells Ferry Road offers a diverse mix of retail, manufacturing, industrial, commercial, as well as several low-income apartment complexes and single-family homes. Apartment complexes are substandard as are the older single-family neighborhood homes throughout this area. The residential homes, being primarily rental properties are in desperate need of repair. Used car lots, archaic motels, public housing, a mobile home village, industrial parks and a few restaurants are also within this corridor. Limited redevelopment has occurred near the local private school along portions of Highway 41 including a CVS Pharmacy, OuikTrip gasoline center, emergency veterinarian clinic, all having been built within the last 10 years. Two of our industrial areas abutting Cobb Parkway properties are met with daily challenges, such as limited curb cuts for ingress & egress, minimal street lighting, lack of signage and minimal staging areas for big trucks awaiting deliveries or pick-up. In addition to the Cobb-Marietta Industrial Park being built out and having no available land to continue development, our other industrial/business parks need out-of-the-box measures to allow existing companies the ability to enhance their capability for growth.

Many commercial and retail buildings along Cobb Parkway and Canton Road are vacant and showing signs of deterioration due to lack of maintenance. These properties are no longer viable contributors to our dwindling commercial tax base. As Cobb Parkway and Canton Roads were once major transportation corridors, with service oriented businesses long before the completion of I-75, they continue today as active north/south transportation routes paralleling and intersecting with I-75. Both areas are unquestionably capable of becoming active and vibrant corridors once again. With proper planning and incentives, the desired revitalization of existing properties is possible.

The Comprehensive Plan 2006-2030 for Marietta recommends this area along Cobb Parkway be designated for redevelopment as an Activity Center. This category would offer a wide range of goods and services to attract a mix of people and activities to include housing, entertainment, retail and other services. This can be accomplished through urban design principles that stress functional relationships between people, buildings and public space. As noted in the plan, Activity Centers should be primarily located near the intersection of two arterial roadways or near

interstate interchanges. This particular section of Cobb Parkway has the advantage of two major interchanges for easy access to north & southbound I-75.²

The Canton Road corridor, located in the northeast section of Zone 2 incorporates West Oak Business Park; one of Marietta's expanded office/business parks. Unfortunately, it currently has several large buildings that are vacant due to businesses relocating, consolidation or closing operations. Continually working with Brokers who list these properties, it was expressed some form of incentive package is needed to attract companies back into West Oak Business Park. As a side note, the Cobb County Office of Economic Development identified properties along Canton Road as being in severe need of redevelopment. Although many of the identified properties abut the city limits of Marietta, a coalition of government, business and community leaders worked together in creating an Enterprise Zone plan to rejuvenate retail and commercial businesses.

Existing Conditions



Residence on Cobb Parkway

² City of Marietta Comprehensive Plan 2006-2030



Cobb Parkway



Apartment Complex off Allgood Road

City of Marietta 2009 Urban Redevelopment Plan

Center City Zone 3

The **Center City** redevelopment target area encompasses the urban core of the downtown. The primary geographic boundaries include Highway 41 on the east, North Marietta Parkway on the north, South Marietta Parkway on the south and Powder Springs Street on the west. (see Attachment C)

This area is the heart of downtown Marietta, and has been a high priority area for redevelopment for the last ten years. While many of the properties and businesses directly off the Marietta Square (which is the heart of the central business district) have fared well (due to the County Courthouse and other City and County facilities), properties located further out, have seen a great deal of deterioration and vacancies. Many of the in town neighborhoods and businesses located along the primary corridors of Roswell St., Fairground St., Powder Springs St. and the North and South Marietta Parkway have experienced the effects of urban decay.

The neighborhoods built around this area were small duplex style one story units serving the rapid population growth of the Bell Bomber Plant (now Lockheed Martin) during the 1940s. The businesses along these corridors, served the residents with basic neighborhood commercial needs such as small retail, and services such as dry cleaning, etc. With the growth of Cobb County and the development of the Town Center Mall area, many of the residents moved out of the downtown for newer and better housing choices and the businesses moved with them. In the 1990s, most of these housing units transitioned from owner-occupied to rental occupied. This had a devastating effect on the city's demographics causing many of the larger name brand retailers and grocery stores to move out of the downtown area.

In the early 2000s, the City shifted its efforts from outwardly expanding through annexation towards revitalizing the urban core. In 2000, the City was awarded a grant from the Atlanta Regional Commission to conduct a Livable Centers Initiative (LCI) study to help regenerate the downtown area. The study titled "Envision Marietta" recommended redeveloping the downtown and its neighborhoods through a series of public and private initiatives. These include a major streetscape and landscaping project which is underway along Roswell St., as well as an innovative commercial overlay district which encourages smart growth principles such as mixed use developments with housing and commercial planned together. The City also conducted a planning study to revitalize the Powder Spring St. corridor in 2003. The recommendations of these plans were incorporated in the city's Comprehensive Plan 2006- 2030 adopted in 2006.

In 2003, the City formed a redevelopment corporation and created two tax allocation districts for the downtown area. These efforts along with the tearing down of dilapidated public housing units by the Marietta Housing Authority have helped regenerate many of the residential areas in the Center City area. However, due to the slowdown in the economy, many of these developments have stalled and now sit uncompleted. This in turn has stymied interest in new commercial and office development for this area. While there is some growth in the downtown mainly due to the governmental facilities, this alone will not fill the vacant office and commercial spaces and other economic development tools will be necessary.

Existing Conditions



Off Powder Springs Street



Wynhaven Apartments



Powder Springs Road

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Goals, Objectives, and Strategies

It is the goal of this Plan to address the conditions of blight and redevelopment associated with the target areas.

General Goal Statements:

Provide ideas for redevelopment and programs to overcome blighted properties within the targeted areas.

Objective:

- Eliminate substandard, dilapidated and obsolete commercial and industrial buildings
- Eliminate substandard rental housing

Strategies:

- Continue to enforce city ordinances through the city code enforcement division
- Develop a “blueprint” or vision for the future to property owners

General Goal Statement:

Encourage current and future retail/commercial and industrial development that complements the vision of the City.

Objective:

- Promote redevelopment within the targeted areas;
- Promote business recruitment and retention by designating areas of Marietta as Opportunity zone(s) as a revitalization strategy;
- Present aesthetically pleasing building standards for commercial and industrial sites;
- Increase home ownership.

Strategies:

- Encourage the retrofitting of “qualified” buildings to meet current market needs and desires, i.e. LEED, four-sided architecture;
- Identify industry clusters in existence in Marietta and recruit like-kind cluster industries;
- Establish Opportunity Zones in designated areas;
- Form partnerships with other government entities and the private sector in planning and redevelopment efforts;
- Market first time homebuyer and workforce housing assistance programs to citizens.

General Goal Statement:

Encourage the majority of new development to occur in the three target areas: Franklin-Gateway Zone, Center City Zone and Northeast Canton/Hwy. 41 Zone in order to help stabilize the community for Marietta residents. Revitalization of these key areas will offer jobs, provide retail opportunities and industrial solutions to the challenges of tomorrow.

Objective:

- Focus efforts on targeted areas to spur incremental investment that will expand over time.
- Identify specific types of business/industry for each area which provides a value to the corridor.

Strategies:

- Designate each area as an Opportunity Zone for revitalization of the corridor;
- Consideration by Council of economic development incentives;
- If a viable project is presented for consideration, work to obtain pledges of tax increment from Cobb County and Marietta City Schools for the Franklin-Gateway TAD;
- Increase road interconnectivity to the areas (where applicable);
- Provide a diversity of housing options within or nearby the areas.

Consistency with Comprehensive Plan

The City of Marietta Comprehensive Plan 2006-2030 provides an excellent framework to identify areas within the city in need of redevelopment. Material has been drawn from the Comprehensive Plan to support the Urban Redevelopment Plan.

Areas Requiring Special Attention

Areas where rapid development or change of land uses is likely to occur:

There are a few areas in Marietta that will see a rapid alteration in the land use pattern over the next decade. The first are uses along arterial and collector corridors that lead to downtown Marietta. These corridors are considered gateways into the downtown area and include Roswell Street, Powder Springs Street, Atlanta Street, Fairground Street, and the western portion of the South Marietta Parkway. These highly traveled corridors were identified in the Envision Marietta Downtown Master Plan as areas in need of new investment and redevelopment. These alterations of the land use patterns will assist in the transition of these corridors from automobile

dependent and oriented strip commercial centers to mixed-use developments and neighborhood centers. The growth of these specific corridors will assist in creating a higher population density that will provide a diversity of housing options for all segments of the population.

The Franklin Road corridor will also see a change in land use as the area transitions from an area with antiquated, higher-density rental units to a regional center that contains a variety of uses including: regional scale commercial and office uses, mixed-use developments, and medium to high density owner-occupied residents. There is also the possibility that a Georgia Regional Transportation Authority (GRTA) Bus Rapid Transit (BRT) station may be placed along the corridor. This would dramatically alter the land use patterns and transportation infrastructure in this area. If the BRT station is located on Franklin Road, there is a strong likelihood that a mixed-use, mixed-income, Transit Oriented Development (TOD) would be designed and built; thus creating a new neighborhood center for this area.

The area in the vicinity of the North Marietta Parkway and Allgood Road will also see major changes in land use over the next ten years. This area is an important gateway into downtown Marietta, due to its strategic location. In addition, this area has a high number of vacant and underutilized parcels that would facilitate the redevelopment of this general area into a neighborhood center. Currently, the area contains marginal commercial uses, vacant lots, and large quantities of rental duplexes. It is anticipated that this area will convert to uses that include more owner-occupied dwelling units, mixed-use developments, and neighborhood serving commercial uses.

Finally, the area surrounding Kennestone Hospital has started to undergo substantial change and will continue to evolve as the hospital expands. The area is expected to grow into a health service cluster, which will include the transition of a declining single-family residential neighborhood into a health services and medical support center for Kennestone Hospital.

Declining or unattractive areas, possibly in need of redevelopment (including strip commercial corridors). There are a number of commercial and residential areas in Marietta that could be improved through new public and private sector investment into the built environment. These include residential areas that have been negatively impacted by the creation and expansion of transportation systems, an area's proximity to large quantities of public or subsidized housing, and commercial corridors that have cycled down to provide services primarily to lower income individuals and in-migrants from other countries. These areas include: residential communities inside of the "Loop", Franklin Road, Allgood Road, the West Dixie

neighborhood, the northern portion of Powder Springs Street, Cobb Parkway North, Roswell Street, and portions of the South Marietta Parkway.

Large abandoned structures or sites, including those that may be environmentally contaminated. At present, there are no large abandoned structures or sites within the City; however, there are several smaller abandoned sites that are scattered throughout the City. These smaller abandoned sites need to be addressed so that they do not negatively impact other commercial properties or surrounding residential communities. Abandoned properties can lead to blight, which would have a devastating impact on the viability of many of these surrounding commercial and residential areas.³

Land Use Objectives

The land use objectives are consistent with the Urban Redevelopment Plan contents. Existing land use in the redevelopment areas consists of residential, multi-family residential, retail, commercial, light industrial and heavy industrial. (See Attachment F, Future Land Use maps)

Zoning Districts

The City of Marietta zoning ordinance is divided into residential, commercial, industrial and mixed-use categories. The target area(s) will consist of the following zoning categories:

Residential

- R-1 Single-family Residential One Unit/Acre
- RM-8 Eight Unit/Acre
- RM-10 Ten Unit/Acre
- RM-12 Twelve Unit/Acre
- RHR Residential High Rise
- PRD(MF) Planned Residential Development

Commercial

- NRC Neighborhood Retail
- CRC Community Retail
- RRC Regional Retail
- CBD Central Business District

³ City of Marietta Comprehensive Plan 2006-2030

- PCD Planned Commercial Development
- MXD Mixed-Use Development
- OIT Office Institutional Trans
- LRO Low Rise Office
- OI Office Institutional
- OHR Office High Rise

Industrial

- LI Light Industrial
- HI Heavy Industrial
- PID Planned Industrial Development

Development Standards and Design

All applications for development in the Target Areas will follow the established procedures of the City of Marietta and its commissions.

Redevelopment Authority Agency

The City of Marietta has elected to exercise its Urban Redevelopment Powers through the Mayor and Council, pursuant to O.C.G.A. 36-61-17 of the Urban Redevelopment Act. The defined redevelopment areas were adopted by the City of Marietta Mayor and Council on July 8, 2009 by a unanimous vote.

Land Acquisition

No parcels of property are to be acquired by the City of Marietta at this time. If circumstances for property acquisition should change, this plan will be amended.

Structures to be Demolished, Relocated and/ or Rehabilitated

There are no structures anticipated to be demolished by the City of Marietta during this phase of redevelopment. However, existing within the corridors are sub-standard commercial, industrial and residential housing units. It is likely other government entities or non-profit organizations may consider demolition in the near future for a number of vacant and dilapidated structures. If circumstances of demolition, relocation, and/or rehabilitation by the City change, this plan will be amended.

Future structures to be Demolished

The Marietta Redevelopment Corporation has identified specific vacant sub-standard rental housing in the Gramling-Hedges District near Powder Springs Street

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for demolition. The properties are owned by the Marietta Redevelopment Corporation.

Plan to Leverage Private Resources for Redevelopment

The City of Marietta has identified several resources to encourage redevelopment. In existence since 2004 is the Center City South Renaissance TAD primarily located in the Center City Redevelopment area. With the use of bond financing, the city has been able to spur millions of dollars of private investment in residential and mixed-use development for this area. However, recently the economic downturn has had a major effect on the success of these projects. Major streetscape enhancements along the Roswell Street corridor include brick sidewalks, decorative lighting, and plantings. Additional infrastructure improvements to these core areas provide the necessary services expected by the new residents.

The Franklin-Gateway redevelopment area is being considered for a Global GreenTech Corridor. An informal collaboration between the city, state, housing agency, local university, industrial development authority, and community partners is exploring both private and federal stimulus funds focused towards research.

Upon approval of this Urban Redevelopment Plan, the City intends to submit the designated redevelopment areas for consideration as Opportunity Zones to encourage business attraction and retention.

Relocation of Displaced Citizens

It is the intent of the City of Marietta to target vacant and/or blighted properties for rehabilitation. All industrial, commercial and residential structures identified in the City of Marietta Redevelopment Plan are vacant and unoccupied by residents and/or businesses. Therefore, at this time a relocation strategy is not necessary. If circumstances of relocation should change, this plan will follow the procedures established through the Georgia Relocation Act and Federal Uniform Relocation Act.

Redevelopment Activities

Residential Redevelopment Activity

Within the Target Area Opportunity Zones, there is a variety of housing types. The city of Marietta is faced with the challenge of above average rental occupancy rates (62%-64%). Multi-family apartment complexes make up the majority of the

residential component within the Franklin-Gateway Zone. The Franklin Road corridor is home to eleven aging apartment complexes and two townhome neighborhoods built in the early 1970's. The City Center Zone residential component consists of several blighted multi-family apartment complexes and of deteriorating rental duplex units. The Northeast Canton Zone contains a mixture of single family homes and apartment complexes of varying conditions.

Examples of Deteriorating and Dilapidated Housing





Retail and Commercial Redevelopment Activities

Over the last several years, Marietta has not experienced the same level of growth in retail as neighboring Cobb County. A less affluent population, scarcity of raw land, high land costs and aging retail strip centers have driven retailers to the county. Residents of Marietta can easily drive a short distance to purchase goods at nearby retail centers in the county. Empty strip centers affect surrounding neighborhoods and other retailers begin to show signs of decline. The city of Marietta recognizes with the combination of redevelopment incentives (CCSR TAD) and an increase in owner occupied housing, the decline of these core business corridors can be turned around. Areas near the downtown and along Powder Springs Street have the potential of being transformed into thriving mixed-use communities with retail, office and housing options for residents. Highway 41 offers additional key locations for large retail centers. The Franklin corridor may present opportunities for retail components in its mixed-use office developments. A concept to transform the Franklin Road corridor area into a Global GreenTech Corridor is currently under consideration. www.marietta.gov/ggtc If the percentage of rental housing decreases over time and the proper economic tools are put in place to minimize the risk to the retail and commercial development community, then all of these areas have potential for growth and stabilization.

Declining Retail and Commercial Centers



Light Industrial Redevelopment Activities

Many of the older industrial areas in Northeast Canton area consist of parcels clustered together, which contain multiple property owners and lack overall management of the “park”. Aging, inadequate infrastructure with limited square curbing, lack of staging areas for trucks, and short-turn radii make it difficult for industrial companies to do business in these areas. With the multiple owners and the non-existence of covenants governing the area, the light industrial facilities cannot compete with more up-to-date facilities. West Oak Office Park is a good example of well designed more competitive light industrial park in Marietta.

The Franklin Gateway area is host to several small office/light industrial pockets of buildings with moderate facilities. A major challenge for this area is the perception of crime in the area. City staff is currently working with a company that is considering relocating out of the corridor due to concerns about safety of its 350 employees. Despite planned intersection improvements to the corridor, great access to I-75, conceptual plans for redevelopment and additional police presence in the area, many of the office/industrial buildings remain empty.

Pervasive Poverty, Disinvestment and General Distress and Blight Criterion

Pervasive Poverty

A large portion of the city of Marietta falls within census block groups that are considered to be of a 15% or greater level of poverty. Except for a small area in the western portion of the city, the remaining census block groups in the city are adjacent to poverty level tracts. (See DCA Map Below)

The 2000 Census lists a population of 58,748 for Marietta. The figures indicate 9,010 individuals or 15.7 percent in Marietta live below the poverty level. The general characteristics of the city are as follows:

- Households number 57,187
- One race:
- 56.5% of the total population is White
- 29.5% of the total population is African American
- .3% of the total population is American Indian or Alaska Native
- 8.1% of the total population is other
- Average household size is 2.39 persons
- Two or more races:
- Hispanic or Latino (of any race) 16.9%
- **15.7% of individuals live below the poverty level**
- **11.5% of families live below the poverty level**
- 24.4% speak a language other than English at home
- Median household income is \$40,645
- 25,277 total housing units
- 37.6% owner occupied housing units
- **62.4% renter occupied housing units**
- 5.3 % vacant housing units⁴

Of the three zones under consideration, the Franklin-Gateway Zone One is home to a large population of transient, low-income residents who move from one apartment complex to another up and down the corridor or within the city. The age of the apartment complexes and the high vacancy rates are presenting more and more challenges for the owners of the properties, the Marietta School City school system and the local business community.

Disinvestment in Target Areas

- Companies are considering relocating due to concerns about crime;
- Vacant office/retail space is prevalent in the target areas;

⁴ U.S. Census Bureau 2000, Summary File 1 and Summary File 3

- Abandoned buildings, deteriorating housing, and excessive code violations are evident;
- The corridor(s) have seen a minimal amount of investment from the private sector in the last ten-to-fifteen years.

General Distress and Blight

The decline of the national economy is evident in Marietta as well. Metropolitan Atlanta is reliant on new residential housing development as a key economic engine for the local economy employing developers, builders, carpenters, plumbers, electricians, etc. With the downturn in the housing sector, many people from all sectors of the building community have been affected. Residential and commercial permits were down in 2008 and expected to decrease even further in 2009.

2007 Calendar Year: 955 residential permits, 725 commercial permits issued in Marietta.

2008 Calendar Year: 535 residential permits, 658 commercial permits issued in Marietta.

2009 Calendar Year (through May): 209 residential permits, 245 commercial permits issued in Marietta.

Evidence of distress and blight:

- Repeated incidents of graffiti painted on buildings, dumpsters, signs and residences;
- Broken windows, screens missing, cracked foundations on buildings, gutters or railings missing;
- Vacant buildings, unfinished buildings, abandoned cars and illegal dumping of waste and construction materials;
- Evictions of tenants leaving abandoned furniture and trash next to dumpsters;
- Burglar bars on windows and frequent turnover of retail establishments;
- Illegal signage along right-of-ways;
- Inadequate curbing and staging areas in the industrial corridor;
- Neglected landscape areas-weeds, tall grass, and dirt pathways.

Proposed Opportunities for Target Areas

Franklin-Gateway Zone One

The Global GreenTech Corridor

The Vision

To create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future.

Specific Goals for Franklin-Gateway Zone One:

- To systematically revitalize the corridor through the location and expansion of key sustainable businesses and industries into the area. In addition, develop supporting retail and housing choices that complement the corridor and its residents;
- To nurture public/private partnership opportunities to ensure the Global GreenTech Corridor is a financially feasible redevelopment area;
- The GGTC to become recognized in the southeast as “the” place for companies to locate who are developing “cutting edge” sustainable solutions;
- To foster an environment for learning between the private sector, the academic community and citizens in creating a showplace for sustainable products;
- To create 750 new jobs within the corridor over the next five years;
- To develop and retrofit identified buildings throughout the corridor to be LEED certified;
- To engage the university community to actively support and participate in the Global GreenTech Corridor via faculty and financial investment;
- To provide businessmen and businesswomen an opportunity/place to share their ideas and visions of the future.

Northeast Canton Zone Two

Highway 41 (Cobb Parkway) for many years was the main route running north/south through Marietta from Atlanta to Chattanooga. Businesses located along Hwy. 41 and prospered. When Interstate 75 was built in the 1970's, a shift away from Hwy. 41 began to occur. Town Center Mall in Kennesaw was built in the early 1980's and the city experienced a further migration from the 41 corridor to the county.

The area adjacent to WellStar Kennestone Health System has experienced a burst of activity in the expansion of the hospital and in speculative development of new commercial office buildings. Despite the growth of the hospital campus, a few of the commercial buildings remain empty. Mixed zoning of office, residential and heavy industrial categories present challenges for both the local residents and business

community. Deteriorating rental housing stock sits next to new office buildings and serves as a reminder that the area is in transition.

Goals:

- To encourage private investment in existing industrial parcels;
- To engage property owners in evaluating inter-parcel access and/or revitalization of outdated buildings with state of the art facilities;
- To create 300 new jobs over the next five years;
- To develop a redevelopment plan for Cobb Parkway, Bells Ferry Road and Canton Road;
- To encourage the creation of industrial/business park associations;
- To revitalize abandoned or foreclosed residential properties with new workforce housing;
- To stabilize the population with an increase in owner-occupied housing in the corridor;
- To have a plan for compatible land uses/activities within the Kennestone study area;
- To provide residents with access to neighborhood amenities;
- To reduce negative impacts from the hospital on the neighborhoods;
- To transition older industrial areas into a business park.⁵

City Center Zone Three

Over the last eight years, city leaders have focused their efforts on revitalizing residential neighborhoods which over time had transitioned from owner-occupied units to predominantly rental units. As stated earlier, the city, through the Marietta Redevelopment Corporation (MRC), established a tax allocation district in this part of the city to encourage redevelopment. Private investment followed and several land assemblages occurred to provide sites for new housing options. Due to the weakened economy, many of the new residential sites are now sitting empty with vacant lots and infrastructure in the ground. Some have a few new residences, but no buyers and maybe subject to foreclosure. The current economy has stymied new private investment and the areas are ripe for overgrown vegetation, graffiti and vagrants.

Goals:

- To stabilize the population by increasing owner-occupied housing in the corridor;
- To eliminate substandard housing units;
- To increase the disposable income of its residents and increase tax base;
- To offer retail options to support the local residents and businesses in the area;

⁵ Cherokee-Church Street Historic District and Kennestone Area Study

- To improve inter-connectivity between businesses;
- To recruit a large grocery store to the east side of Marietta.
- To create neighborhood gateways
- To strengthen code enforcement
- To increase tourism in the downtown
- To maintain the internal street grid system⁶

Conclusion

This plan provides a roadmap to address blight and underdevelopment in the three target areas of the city of Marietta. This plan will help guide the city leaders in promoting a thriving local economy and provide its residents with the quality of life they expect and desire. The city of Marietta will use a combination of enforcement and incentives to accomplish the goals of its Urban Redevelopment Plan. The city of Marietta will periodically review the plan and make adjustments in goals and strategies as necessary. The city of Marietta recognizes its challenges and will continue to place the City on the path of revitalization and prosperity to ensure the future of Marietta and its citizens.

⁶ Envision Marietta Downtown Master Plan

Exhibit #1 Potentially Eligible Parcels within the City of Marietta

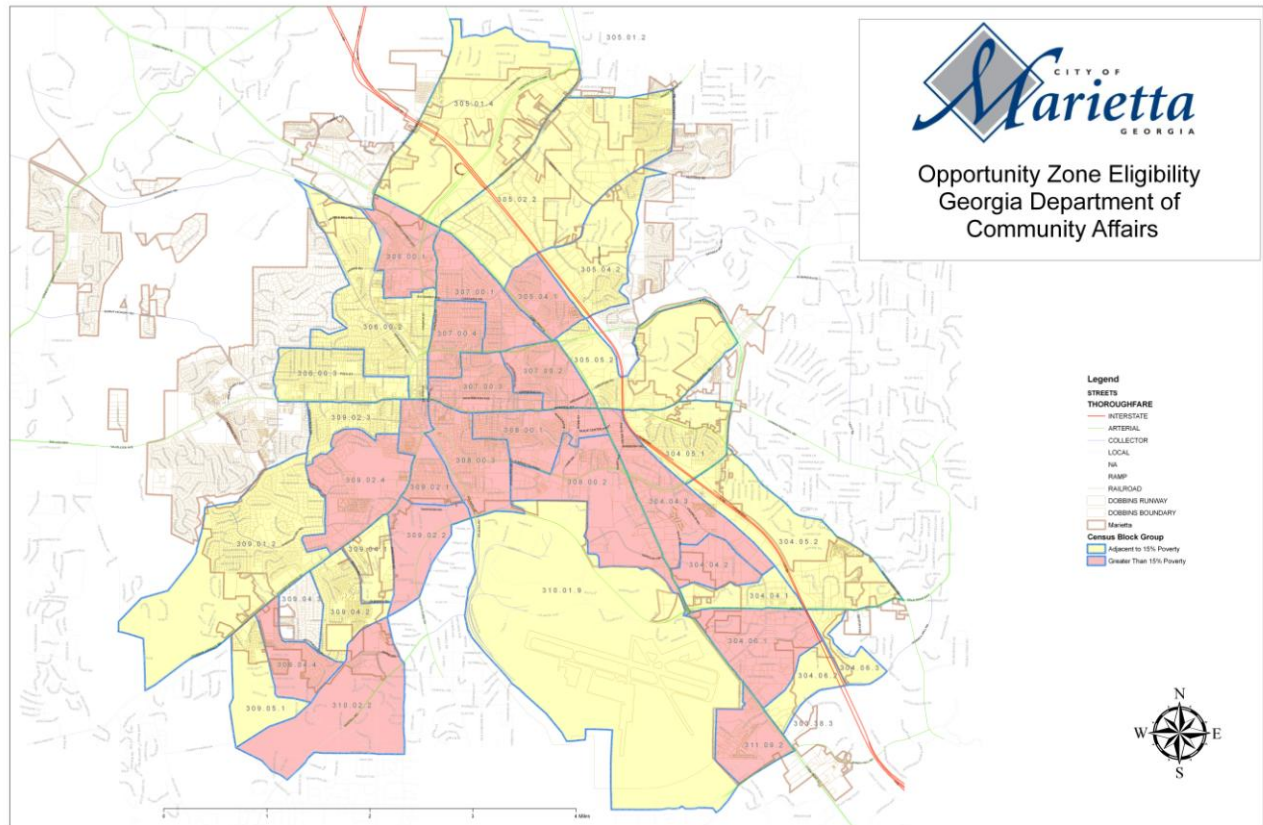
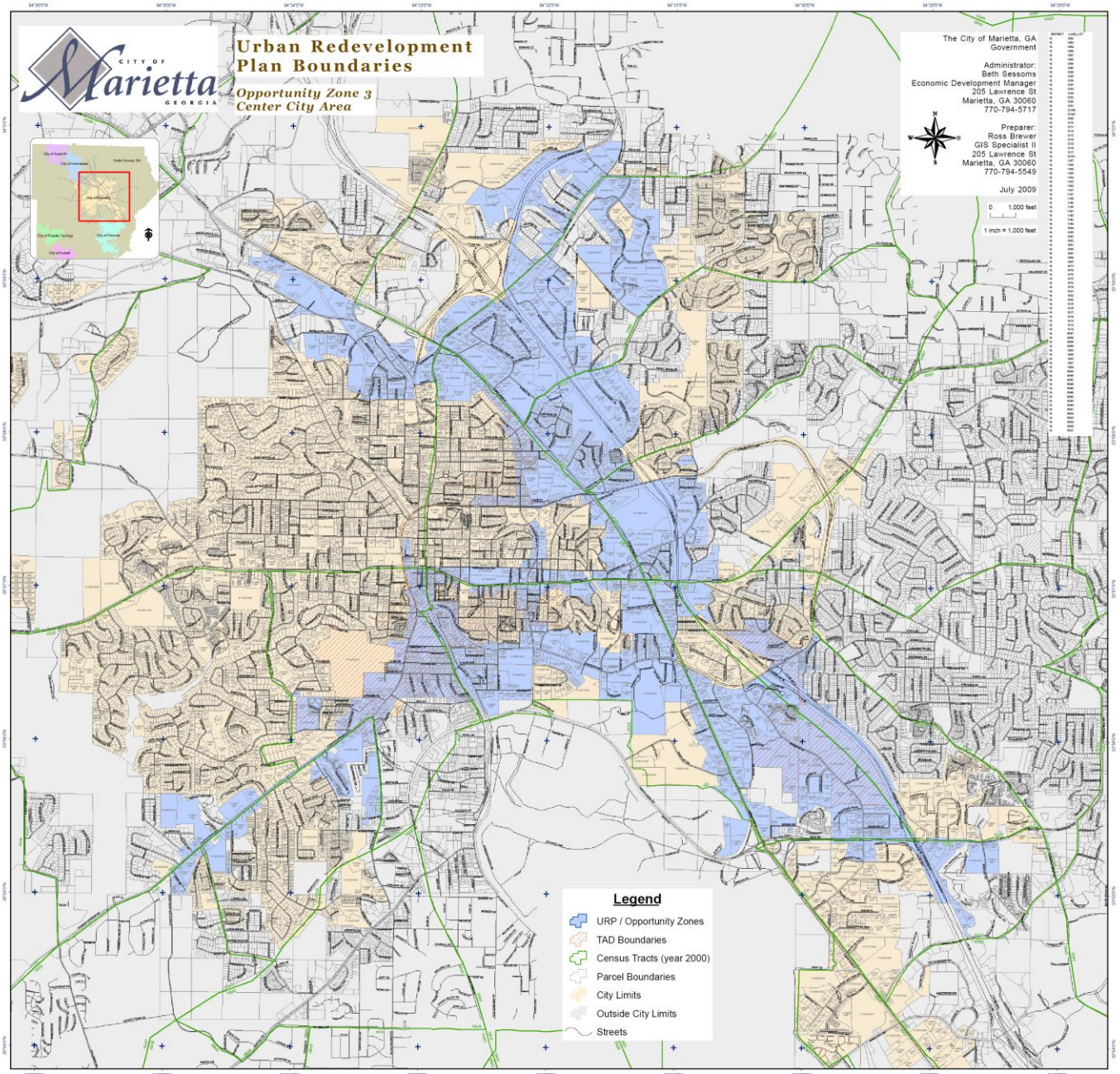
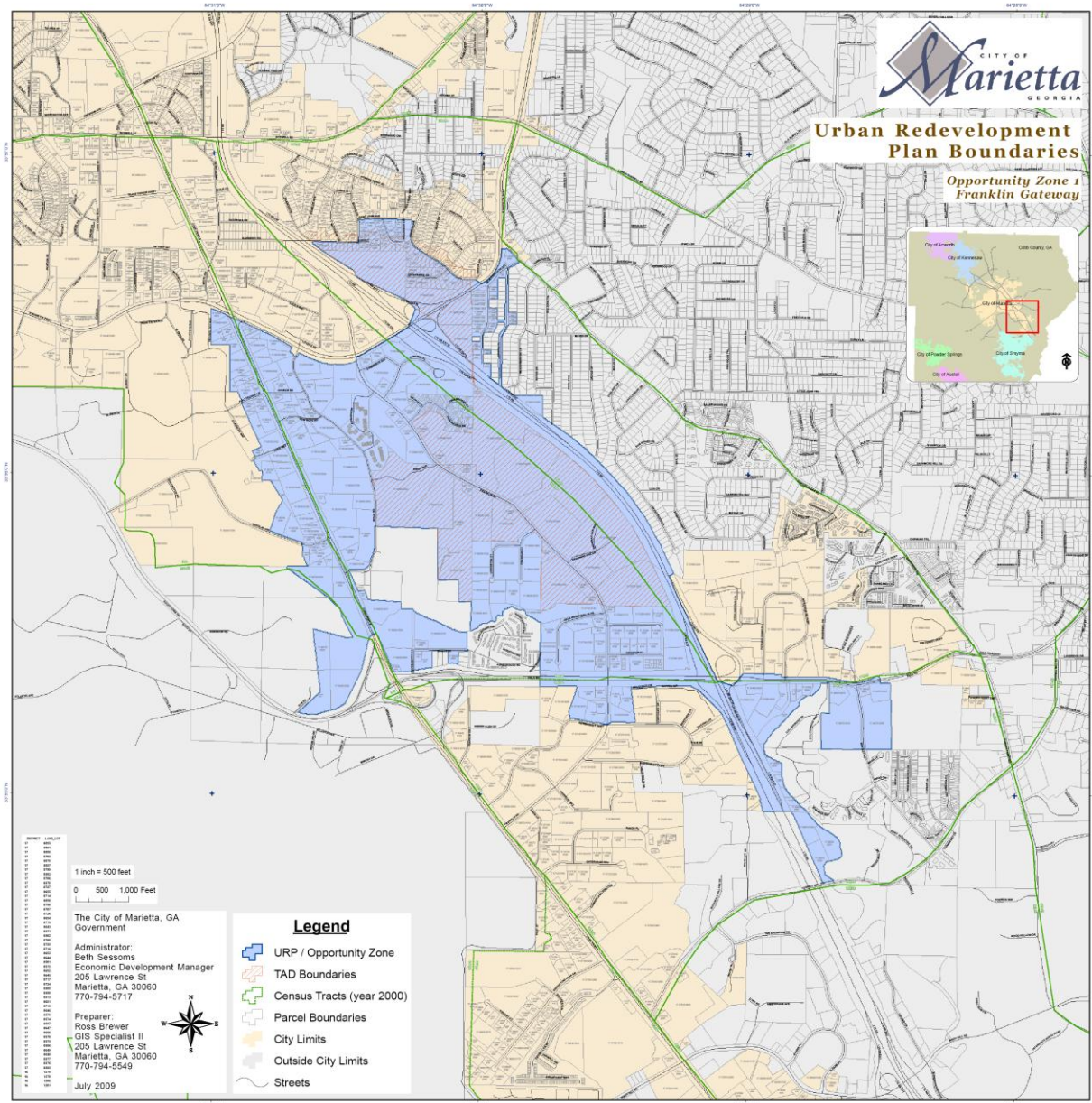


Exhibit 2
Urban Redevelopment Plan Boundaries
All Areas Fall Within Potentially Eligible Parcels
Opportunity Zones



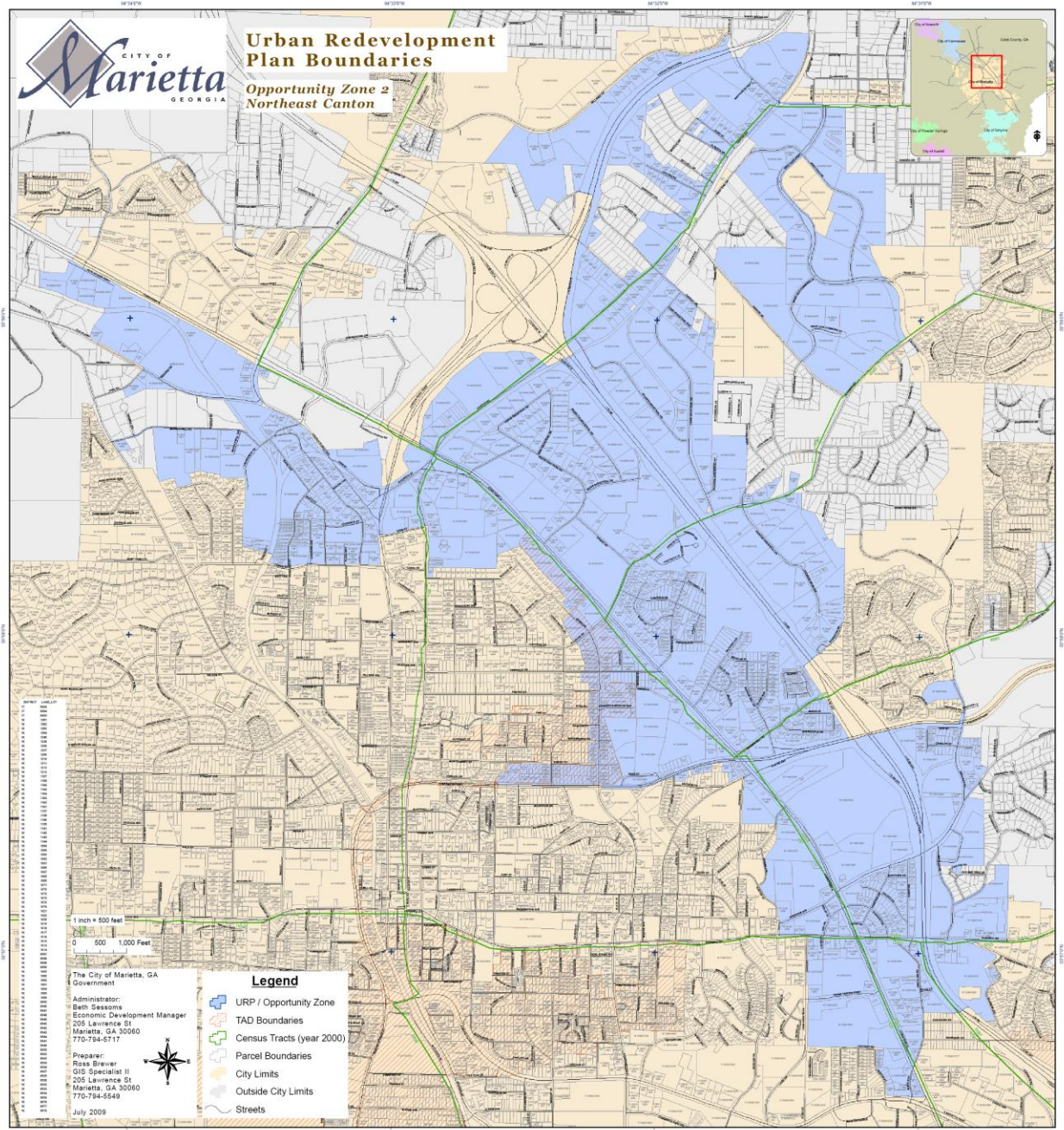
Attachment # A

Urban Redevelopment Plan Boundary Enlarged View of Opportunity Zone 1 Franklin Gateway



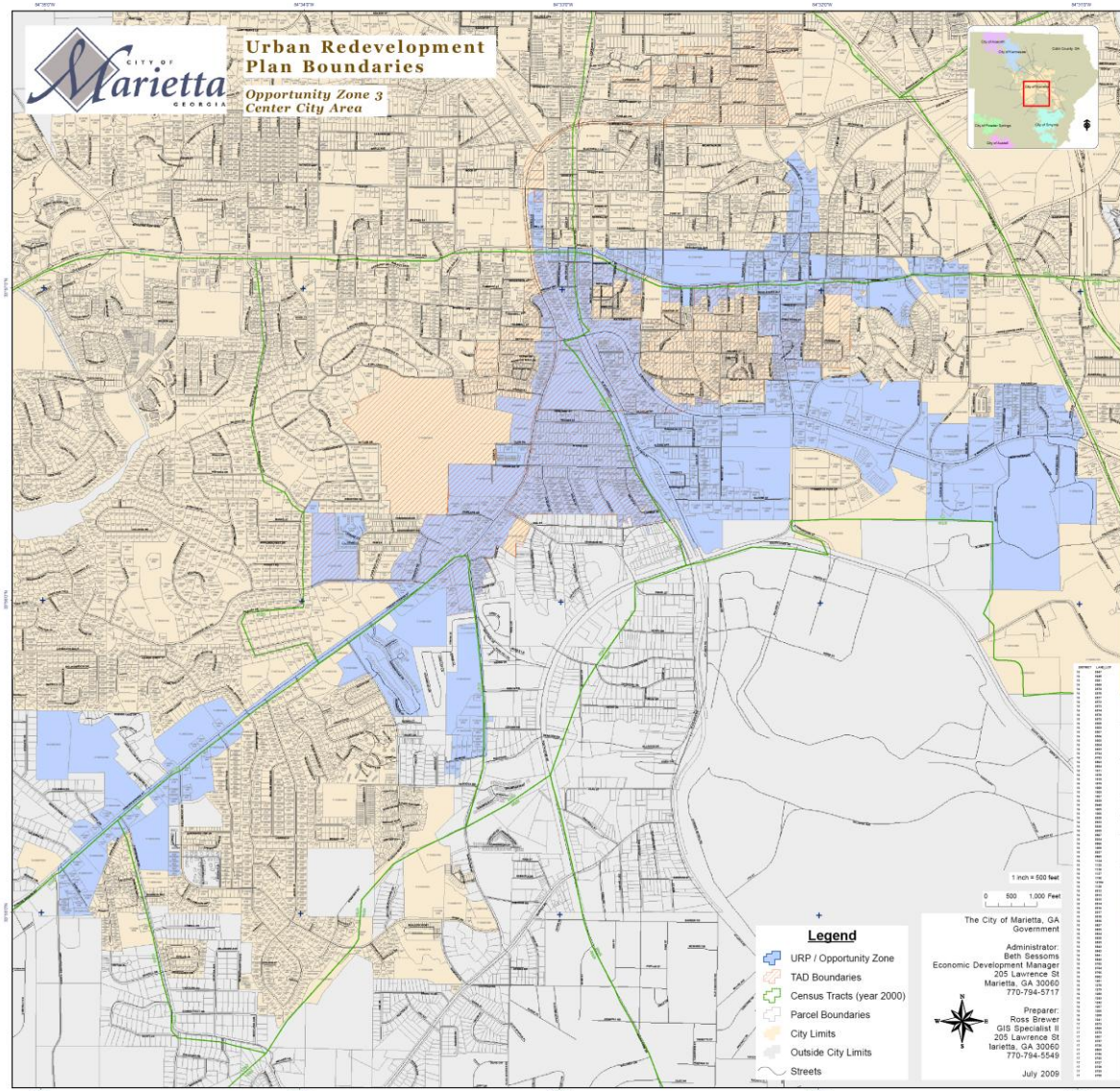
Attachment # B

Urban Redevelopment Plan Boundary Enlarged View of Opportunity Zone 2 Northeast/Canton/Hwy 41



Attachment # C

Urban Redevelopment Plan Boundary Enlarged View of *Opportunity Zone 3* Center City



**Attachment # D
Advertisement in Local Paper**

TO: Marietta Daily Journal

FROM: City of Marietta

RUN AD ON: June 19 and June 26, 2009

**PUBLIC HEARING NOTICE OF
URBAN REDEVELOPMENT PLAN FOR CITY OF MARIETTA**

The City of Marietta hereby gives notice that a public hearing will be held for the purpose of obtaining citizen input into the formulation of an Urban Redevelopment Plan for the City of Marietta and for the submittal to the State Department of Community Affairs of a proposed application for the creation of Opportunity Zones within such redevelopment plan. The above hearing will be held by the City Council at their meeting on Wednesday, July 8, 2009, at 7:00 P.M., City Hall, Council Chambers. Anyone wishing to attend may do so and be heard relative thereto.

The general scope of this project is to establish a redevelopment plan in order to address slum and blight, underdevelopment and adequate housing for the City of Marietta. The plan will also utilize all potential local, state and federal resources and economic development tools possible. Boundaries of this plan are in three general areas; the downtown urban core and its surrounding corridors including Powder Springs St., Roswell St. and Fairground St., the Franklin Road area including the surrounding corridors generally along S. Cobb Dr. and S. Marietta Parkway, and the commercial and industrial corridors generally along Cobb Parkway, Canton Road, Allgood Rd., Marble Mill and Old Highway 41. Information about the Urban Redevelopment Plan, including specific maps of the proposed areas, is on file in the offices of the Economic Development Division of the Department of Development Services, 2nd floor, City Hall, and is available for inspection by interested citizens between 8:00 A.M. and 5:00 P.M., Monday through Friday.

If you should need additional information, please call the Economic Development Division at 770-794-5717.

Accessibility to Meetings: If you believe you may need the City/BLW to provide special accommodation in order to attend/or participate in any of the above meetings, please call Dennis Stover, ADA Coordinator at 770-794-5568 (voice) or 770-794-5560 (TDD) no later than 48 hours before the date of the above meeting.

City of Marietta, City Hall, Council Chambers

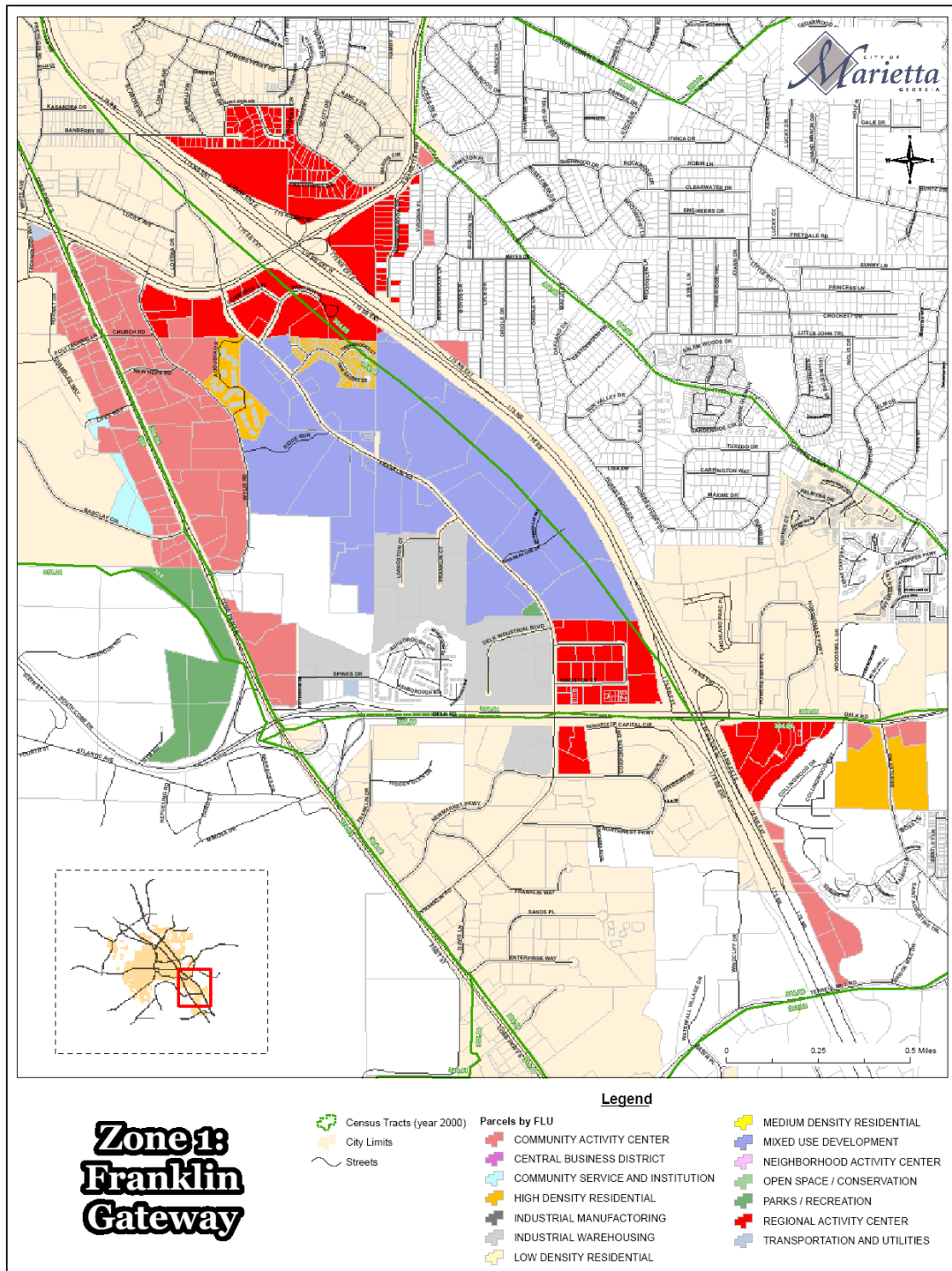
205 Lawrence Street

Marietta, Georgia 30061

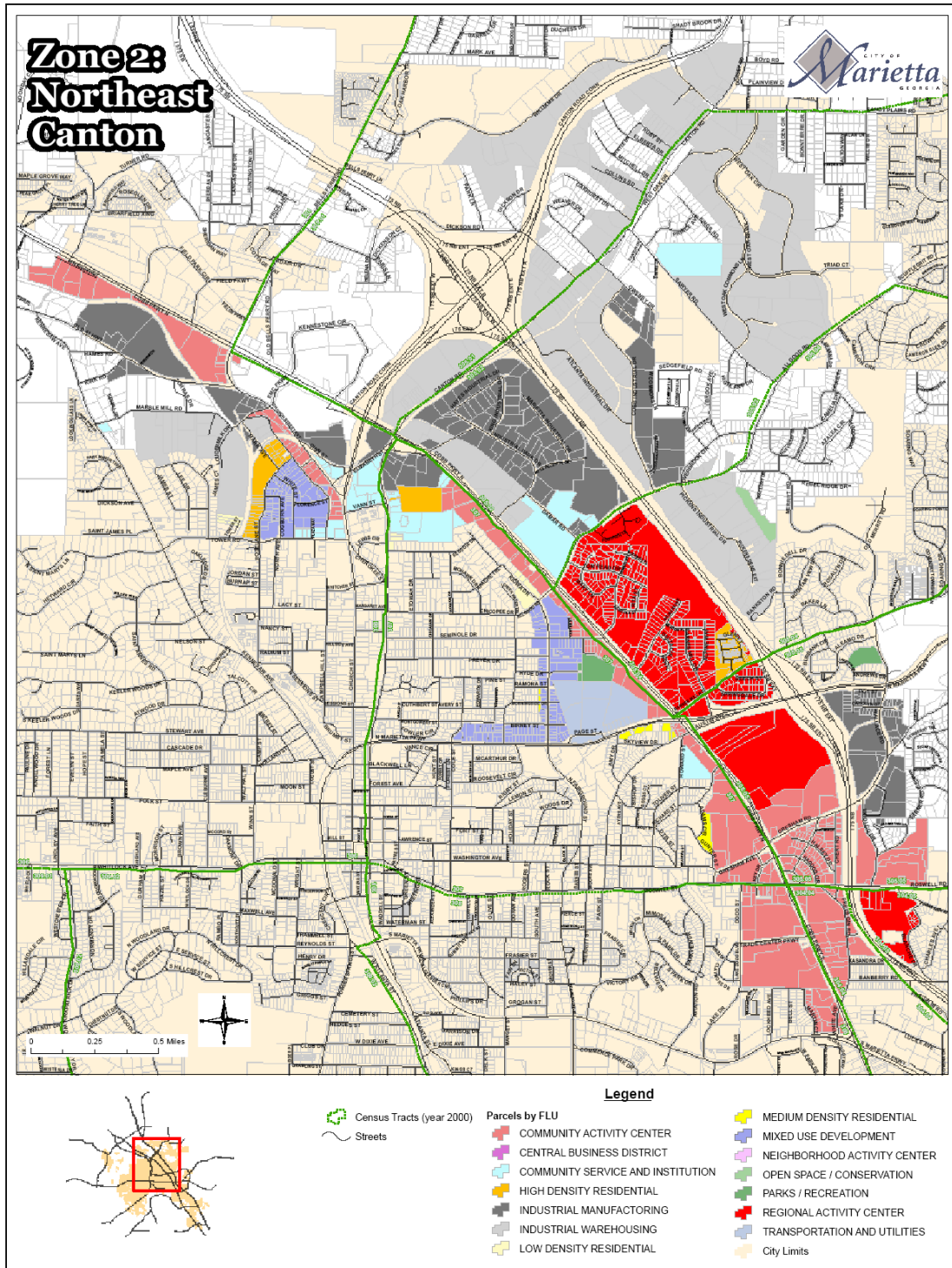
Advertise: 6/19, 6/26

Attachment F Future Land Use Maps

Future Land Use Map Franklin Gateway



Future Land Use Map Northeast/Canton/Hwy 41



Future Land Use Map Center City

